



TORQ Analysis of Marketing Managers to Loan Officers

INPUT SECTION:

Transfer	Title	O*NET	Filters		
From Title:	Marketing Managers	11-2021.00	Abilities:	Importance Level: 50	Weight: 1
To Title:	Loan Officers	13-2072.00	Skills:	Importance Level: 69	Weight: 1
Labor Market Area:	Maine Statewide		Knowledge:	Importance Level: 69	Weight: 1

OUTPUT SECTION:

Grand TORQ:

91

Ability TORQ				Skills TORQ				Knowledge TORQ			
Level			94	Level			93	Level			86
Gaps To Narrow if Possible				Upgrade These Skills				Knowledge to Add			
Ability	Level	Gap	Impt	Skill	Level	Gap	Impt	Knowledge	Level	Gap	Impt
Speech Clarity	50	4	75	No Skills Upgrade Required!				Economics and Accounting	68	27	71
Near Vision	62	2	62								

LEVEL and IMPT (IMPORTANCE) refer to the Target Loan Officers. GAP refers to level difference between Marketing Managers and Loan Officers.

ASK ANALYSIS

Ability Level Comparison - Abilities with importance scores over 50

Description	Marketing Managers	Loan Officers	Importance
Oral Comprehension	67	60	78
Oral Expression	66	64	78
Speech Clarity	46	50	75
Written Comprehension	64	59	72
Inductive Reasoning	64	51	68
Problem Sensitivity	64	48	65
Speech Recognition	53	51	65
Deductive Reasoning	71	57	62
Near Vision	60	62	62
Written Expression	64	51	59
Information Ordering	55	46	53
Mathematical Reasoning	57	50	53



Skill Level Comparison - Abilities with importance scores over 69

Description	Marketing Managers	Loan Officers	Importance
Active Listening	79	61	92
Time Management	77	55	79
Reading Comprehension	84	60	75
Speaking	79	66	73
Persuasion	75	64	73
Social Perceptiveness	70	68	72
Coordination	86	63	70
Service Orientation	70	63	70

Knowledge Level Comparison - Knowledge with importance scores over 69

Description	Marketing Managers	Loan Officers	Importance
Sales and Marketing	85	65	79
Customer and Personal Service	83	61	78
Economics and Accounting	41	68	71

Experience & Education Comparison

Related Work Experience Comparison			Required Education Level Comparison		
Description	Marketing Managers	Loan Officers	Description	Marketing Managers	Loan Officers
10+ years	6%	0%	Doctoral	0%	0%
8-10 years	13%	0%	Professional Degree	0%	0%
6-8 years	22%	0%	Post-Masters Cert	0%	0%
4-6 years	3%	13%	Master's Degree	0%	0%
2-4 years	37%	10%	Post-Bachelor Cert	0%	0%
1-2 years	3%	5%	Bachelors	75%	21%
6-12 months	12%	8%	AA or Equiv	0%	2%
3-6 months	0%	0%	Some College	14%	0%
1-3 months	0%	0%	Post-Secondary Certificate	3%	0%
0-1 month	0%	19%	High School Diploma or GED	6%	74%
None	0%	41%	No HSD or GED	0%	0%

Marketing Managers

Loan Officers

Most Common Educational/Training Requirement:

Bachelor's or higher degree, plus work experience

Bachelor's degree

Job Zone Comparison



4 - Job Zone Four: Considerable Preparation Needed

A minimum of two to four years of work-related skill, knowledge, or experience is needed for these occupations. For example, an accountant must complete four years of college and work for several years in accounting to be considered qualified.

Most of these occupations require a four - year bachelor's degree, but some do not.

Employees in these occupations usually need several years of work-related experience, on-the-job training, and/or vocational training.

3 - Job Zone Three: Medium Preparation Needed

Previous work-related skill, knowledge, or experience is required for these occupations. For example, an electrician must have completed three or four years of apprenticeship or several years of vocational training, and often must have passed a licensing exam, in order to perform the job.

Most occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree. Some may require a bachelor's degree.

Employees in these occupations usually need one or two years of training involving both on-the-job experience and informal training with experienced workers.

Tasks

Marketing Managers

Core Tasks

Generalized Work Activities:

- Communicating with Persons Outside Organization - Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail.
- Communicating with Supervisors, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.
- Making Decisions and Solving Problems - Analyzing information and evaluating results to choose the best solution and solve problems.
- Establishing and Maintaining Interpersonal Relationships - Developing constructive and cooperative working relationships with others, and maintaining them over time.
- Interacting With Computers - Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.

Specific Tasks

Occupation Specific Tasks:

- Advise business and other groups on local, national, and international factors affecting the buying and selling of products and services.
- Compile lists describing product or service offerings.
- Conduct economic and commercial surveys to identify potential markets for products and services.
- Confer with legal staff to resolve problems, such as copyright infringement and royalty sharing with outside producers and distributors.

Loan Officers

Core Tasks

Generalized Work Activities:

- Making Decisions and Solving Problems - Analyzing information and evaluating results to choose the best solution and solve problems.
- Processing Information - Compiling, coding, categorizing, calculating, tabulating, auditing, or verifying information or data.
- Analyzing Data or Information - Identifying the underlying principles, reasons, or facts of information by breaking down information or data into separate parts.
- Performing for or Working Directly with the Public - Performing for people or dealing directly with the public. This includes serving customers in restaurants and stores, and receiving clients or guests.
- Getting Information - Observing, receiving, and otherwise obtaining information from all relevant sources.

Specific Tasks

Occupation Specific Tasks:

- Analyze applicants' financial status, credit, and property evaluations to determine feasibility of granting loans.
- Analyze potential loan markets and develop referral networks to locate prospects for loans.
- Approve loans within specified limits, and refer loan applications outside those limits to management for approval.
- Arrange for maintenance and liquidation of delinquent properties.
- Compute payment schedules.
- Confer with underwriters to aid in resolving mortgage application problems.
- Explain to customers the different types of loans and credit options that are available, as well as the terms of those services.



producers and distributors.

- Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand.
- Consult with product development personnel on product specifications such as design, color, and packaging.
- Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Initiate market research studies and analyze their findings.
- Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.
- Select products and accessories to be displayed at trade or special production shows.
- Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.

Detailed Tasks

Detailed Work Activities:

- analyze market or delivery systems
- analyze sales activities or trends
- assign work to staff or employees
- conduct market research
- conduct or attend staff meetings
- conduct research on work-related topics
- conduct sales presentations
- confer with other departmental heads to coordinate activities
- consult with managerial or supervisory personnel
- develop marketing strategy

- Handle customer complaints and take appropriate action to resolve them.
- Interview, hire, and train new employees.
- Market bank products to individuals and firms, promoting bank services that may meet customers' needs.
- Meet with applicants to obtain information for loan applications and to answer questions about the process.
- Negotiate payment arrangements with customers who have delinquent loans.
- Obtain and compile copies of loan applicants' credit histories, corporate financial statements, and other financial information.
- Petition courts to transfer titles and deeds of collateral to banks.
- Prepare reports to send to customers whose accounts are delinquent, and forward irreconcilable accounts for collector action.
- Provide special services such as investment banking for clients with more specialized needs.
- Review and update credit and loan files.
- Review loan agreements to ensure that they are complete and accurate according to policy.
- Set credit policies, credit lines, procedures and standards in conjunction with senior managers.
- Stay abreast of new types of loans and other financial services and products to better meet customers' needs.
- Submit applications to credit analysts for verification and recommendation.
- Supervise loan personnel.
- Work with clients to identify their financial goals and to find ways of reaching those goals.

Detailed Tasks

Detailed Work Activities:

- advise clients on financial matters
- analyze applicant's financial status
- analyze credit information gathered by investigation
- analyze financial data
- approve or deny loans
- complete information on loan forms
- compute financial data
- compute payment schedule
- compute property equity
- direct and coordinate financial activities
- evaluate customer records
- evaluate degree of financial risk
- explain credit application information
- file documents in court



- develop pricing strategy
- direct and coordinate activities of workers or staff
- estimate product demand
- evaluate performance of employees or contract personnel
- hire, discharge, transfer, or promote workers
- identify potential markets
- make presentations
- manage contracts
- monitor consumer or marketing trends
- oversee execution of organizational or program policies
- oversee sales programs
- perform general financial analysis
- prepare reports
- provide customer service
- use knowledge of economic trends
- use knowledge of written communication in sales work
- use marketing techniques
- use product knowledge to market goods
- use public speaking techniques

Technology - Examples

Analytical or scientific software

- ClickTracks software

- Minitab software

- Nedstat Sitestat

- Online advertising reporting software

Customer relationship management CRM software

- QAD Marketing Automation

- Sage Software SalesLogix

- Siebel Server Sync

Data base reporting software

- Database software (reporting feature)

Data base user interface and query software

- AdSense Tracker

- ClearEDGE software

- Database software (user interface and query feature)

- Databox software

- Fast Track Systems software

- identify potential markets
- interview customers
- make presentations on financial matters
- negotiate payment arrangements with customers
- obtain financial information from individuals
- provide customer service
- review loan applications
- use computers to enter, access and retrieve financial data
- use interviewing procedures
- verify bank or financial transactions
- verify information for credit investigations

Technology - Examples

Accounting software

- Bottom Line LoanMaster Loan Servicing

- Financial Industry Computer Systems Loan Accountant

Analytical or scientific software

- FinEng Solutions software

Content workflow software

- Equifax Application Engine

- Experian Transact SM

Document management software

- eOriginal eCore Business Suite

Financial analysis software

- Amortization loan software

- Bankers Systems Rembrandt Lending System

- California Infinite LPS

- Calyx Point

- CGI-AMS CACS Enterprise

- CGI-AMS Strata

- Click1003 Online Mortgage Application

- Credit and risk analysis software

- Credit fraud detection software

- Credit underwriting software

- Delphi Discovery

- Dun and Bradstreet Global DecisionMaker

- Dynamic Loanledger



- Microsoft Access

- Structured query language SQL

Desktop publishing software

- Microsoft Publisher

Electronic mail software

- Email software

- Listserv software

- Microsoft Outlook

Enterprise resource planning ERP software

- SAP software

Graphics or photo imaging software

- Graphic presentation software

Internet browser software

- Web browser software

Presentation software

- Microsoft PowerPoint

Project management software

- Atlas OnePoint GO TOAST

- Microsoft Project

Spreadsheet software

- Microsoft Excel

Transaction server software

- Armand Morin MultiTrack Generator

Word processing software

- Microsoft Word

Tools - Examples

- Desktop computers

- Notebook computers

- Personal computers

- Personal digital assistants PDA

- Scanners

- Tablet computers

- eCredit Enterprise

- Ellie Mae Contour

- Ellie Mae Genesis

- Equifax Advanced Decisioning

- Equifax InterConnect

- Experian Credinomics

- Experian Detect

- Experian FraudShield

- Experian Quest

- Experian Retention Triggers

- Fair Isaac Application Risk Model Software

- Fair Isaac Capstone Decision Manager

- Fair Isaac Falcon ID

- Fannie Mae Desktop Underwriter

- FAS Loan Service Plus

- Financial Industry Computer Systems Loan Originator

- Financial Industry Computer Systems Loan Producer

- Freddie Mac Loan Prospector

- Harland Financial Solutions DecisionPro

- Harland Interling MortgageWare

- IA Systems StreamLend

- Indus Lending Solutions

- Integra Destiny Loan Origination

- LA PRO Loan Administrator Pro

- LawFirm Software 1003 Uniform Residential Loan Application Software

- LawFirm Software Loan Origination Software

- Loan application processing software

- Moody's KMW CreditEdge

- Moody's KMW Decisions

- Moody's KMW Financial Analyst

- Moody's KMW Risk Advisor



- Moody's KMW Risk Analyst
- Opportunity management system OMS software
- Plimus Loan Artist
- QuikDraw Loan Management System
- RealBenefits Amortization Loan
- Technicost LOS
- The Mortgage Office Loan Origination
- The Mortgage Office Loan Servicing
- TrueClose Loan Origination software
- VueCentric MortgageDashboard
- White Clarke North America Credit Adjudication and Lending Management
- Information retrieval or search software
- CGI-AMS BureauLink Enterprise
- Internet browser software
- Web browser software
- Office suite software
- Experian Strategy Management

Tools - Examples

- Desktop computers
- Notebook computers
- Personal computers
- Personal digital assistants PDA
- Scanners
- Tablet computers

Labor Market Comparison

Description	Marketing Managers	Loan Officers	Difference
Median Wage	\$ 74,560	\$ 49,380	\$(25,180)
10th Percentile Wage	\$ 47,060	\$ 30,930	\$(16,130)
25th Percentile Wage	N/A	N/A	N/A
75th Percentile Wage	\$100,100	\$ 65,110	\$(34,990)
90th Percentile Wage	\$134,210	\$ 85,140	\$(49,070)
Mean Wage	\$ 83,370	\$ 55,030	\$(28,340)



Total Employment - 2007	570	1,450	880
Employment Base - 2006	600	1,511	911
Projected Employment - 2016	644	1,645	1,001
Projected Job Growth - 2006-2016	7.3 %	8.9 %	1.5 %
Projected Annual Openings - 2006-2016	17	29	12

National Job Posting Trends

Trend for Marketing Managers

Trend for
Loan
OfficersData from [Indeed](http://Indeed.com)

Recommended Programs

No program data for the occupation.

Maine Statewide Promotion Opportunities for Marketing Managers

O*NET Code	Title	Grand TORQ	Job Zone	Employment	Median Wage	Difference	Growth	Annual Job Openings
11-2021.00	Marketing Managers	100	4	570	\$74,560.00	\$0.00	7%	17
13-2052.00	Personal Financial Advisors	91	3	360	\$94,100.00	\$19,540.00	10%	13
11-1021.00	General and Operations Managers	85	4	8,490	\$77,050.00	\$2,490.00	-5%	209
23-1011.00	Lawyers	85	5	1,910	\$80,120.00	\$5,560.00	6%	73
11-1011.00	Chief Executives	82	5	750	\$102,290.00	\$27,730.00	-6%	25



23-1023.00	Judges, Magistrate Judges, and Magistrates	82	5	80	\$115,160.00	\$40,600.00	1%	2
29-1051.00	Pharmacists	78	5	1,190	\$112,550.00	\$37,990.00	22%	46
11-3021.00	Computer and Information Systems Managers	77	5	870	\$83,130.00	\$8,570.00	8%	21
11-9121.00	Natural Sciences Managers	77	5	180	\$79,810.00	\$5,250.00	8%	5
29-1062.00	Family and General Practitioners	75	5	710	\$138,550.00	\$63,990.00	7%	20
29-1063.00	Internists, General	75	5	420	\$144,760.00	\$70,200.00	6%	12
29-1081.00	Podiatrists	74	5	40	\$101,210.00	\$26,650.00	5%	6
25-1051.00	Atmospheric, Earth, Marine, and Space Sciences Teachers, Postsecondary	73	5	100	\$77,390.00	\$2,830.00	11%	3
11-9041.00	Engineering Managers	72	5	720	\$91,030.00	\$16,470.00	-2%	14
29-1041.00	Optometrists	72	5	90	\$107,740.00	\$33,180.00	19%	4

Top Industries for Loan Officers

Industry	NAICS	% in Industry	Employment	Projected Employment	% Change
Depository credit intermediation	522100	35.55%	132,456	148,549	12.15%
Other nondepository credit intermediation, including real estate credit and consumer lending	522290	32.04%	119,377	128,843	7.93%
Activities related to credit intermediation	522300	17.66%	65,801	76,681	16.53%
Self-employed workers, primary job	000601	2.56%	9,541	10,165	6.54%
Management of companies and enterprises	551100	2.05%	7,641	8,808	15.28%
Federal government, excluding postal service	919999	1.50%	5,584	5,279	-5.47%
Direct insurance (except life, health, and medical) carriers	524120	1.31%	4,873	5,094	4.52%
Activities related to real estate	531300	0.87%	3,226	4,111	27.44%
Other financial investment activities	523900	0.51%	1,894	2,669	40.93%
Securities and commodity contracts, brokerages, and exchanges	5231-2	0.51%	1,888	2,817	49.23%
Legal services	541100	0.49%	1,837	2,017	9.84%
Offices of real estate agents and brokers	531200	0.39%	1,467	1,786	21.81%



Self-employed workers, secondary job	000602	0.36%	1,355	1,349	-0.45%
Employment services	561300	0.34%	1,276	1,615	26.56%
Automobile dealers	441100	0.19%	693	786	13.44%

Top Industries for Marketing Managers

Industry	NAICS	% in Industry	Employment	Projected Employment	% Change
Management of companies and enterprises	551100	11.87%	19,882	22,919	15.28%
Computer systems design and related services	541500	4.78%	8,005	10,808	35.02%
Depository credit intermediation	522100	3.25%	5,441	5,548	1.95%
Management, scientific, and technical consulting services	541600	3.24%	5,431	9,695	78.52%
Self-employed workers, primary job	000601	2.33%	3,908	4,164	6.54%
Securities and commodity contracts, brokerages, and exchanges	5231-2	2.25%	3,760	5,545	47.46%
Software publishers	511200	2.15%	3,596	4,630	28.76%
Advertising and related services	541800	2.05%	3,430	3,870	12.83%
Computer and peripheral equipment manufacturing	334100	1.95%	3,274	2,143	-34.54%
Semiconductor and other electronic component manufacturing	334400	1.88%	3,150	2,753	-12.59%
Navigational, measuring, electromedical, and control instruments manufacturing	334500	1.72%	2,874	2,752	-4.26%
Office administrative services	561100	1.63%	2,722	3,451	26.79%
Wholesale electronic markets and agents and brokers	425100	1.52%	2,542	2,884	13.48%
Professional and commercial equipment and supplies merchant wholesalers	423400	1.48%	2,475	2,885	16.57%
Research and development in the physical, engineering, and life sciences	541710	1.41%	2,357	2,515	6.69%